

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 24, 1998

RJR Account #648240
TBI CORPORATION

MAY: WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800266

Dear Annette:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 240 SKUs of preassembled Counter Displays (Item #541085) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

Promoted Product	Brand Styles	UPC Code
16	Winston FF Box	12300-25252
16	Winston Light Box	12300-25253

Product / Premium Arrival: **April 13, 1998**

Ship Date to Retail: **Week of: April 27, 1998**

Displays (Item #541085)

<u>SKU CUBE:</u>	1.7500
<u>SKU WT (w/o Product):</u>	3.7500 lbs
<u>Retail Sales Offer per Sku:</u>	20 units
<u>Billing per Sku:</u>	4 Full Price Cartons
<u>EFT \$ Amount:</u>	\$8,992.03

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MAY .70¢ 2-Pack Tear Tape
TBI CORPORATION

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston FF Box and Winston Light Box.*

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED WHOLESALER PACKING INSTRUCTIONS**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$448.00 (16 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: B. Cook
L. E. MacWilliams

Note to RJR Manager:

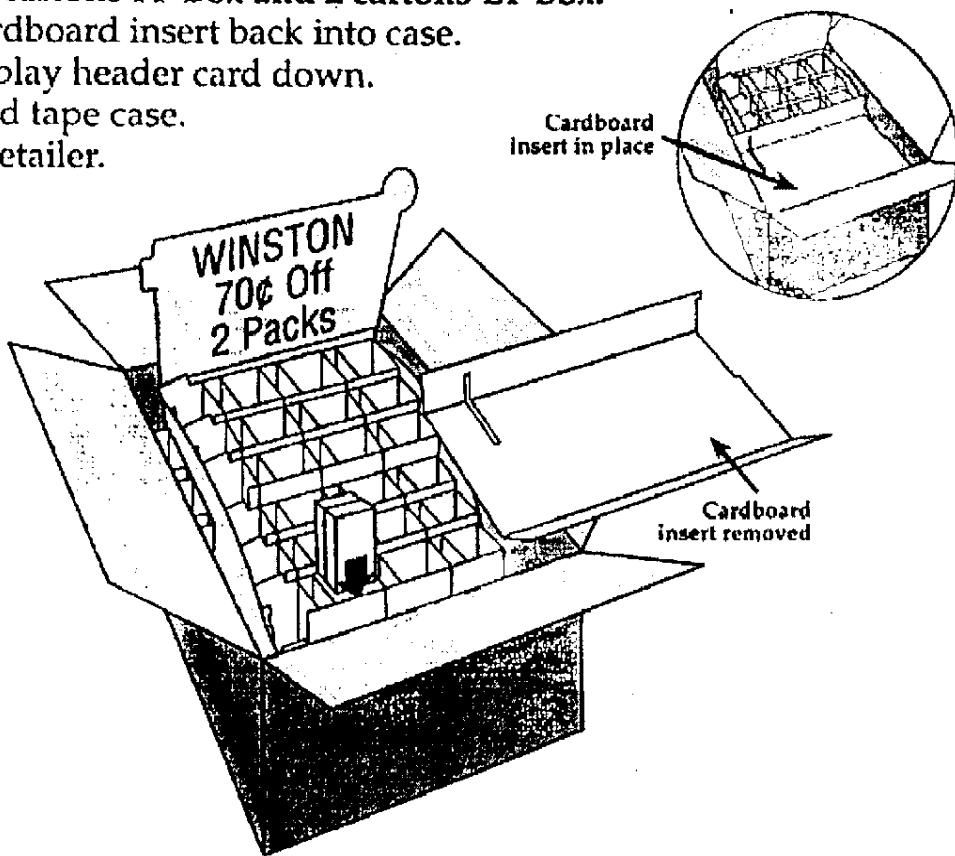
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

W70C-MAY.DOC

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WHOLESALER PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS 2ND QTR.'98****May WINSTON .70/2 PK
(70 cents off 2 packs)****STEPS**

1. Open WINSTON .70/2 PK shipping case. Remove cardboard insert.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.
3. Place cardboard insert back into case.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.

**Item: # 541085 WINSTON May .70/2 PK Display Kit****Promotion Reporting Description: WIN May .70/2 PK**

Brand Style						
Number of Cartons						

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DEALER : 648240 T B I CORPORATION <DIRECT>
 PLATE : 800266 80500 WIN MAY .70/2 NO
 PLATE SEQ : 0905
 ES LEVEL : 16XXXX

ERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #	
12206	112220	104776	GERRY'S VARIETY	66 LINCOLN ST	EXETER	NH	03833	2		6233-A	(603)778-8906			
12206	112220	073647	CHIC N SHOP	758 1ST NH TPKE	NORTHWOOD	NH	03261	1			(603)942-8449			
12208	112225	104722	GEORGE & EDS GROCER	137 N MAIN ST	ROCHESTER	NH	03867	1		6201-D	(603)332-3670			
12208	112225	104757	FRONTO MARKET	CENTER ST	WOLVERBORO	NH	03894	5		904839	(603)569-5098			
12208	112225	743733	A&B MINIMART	1260 PROVIDENCE L E WAKEFIELD		NH	03830	2			(603)522-3514			
12208	112225	774356	ROCHESTER GULPMART	95 FARMINGTON RD	ROCHESTER	NH	03867	2			(603)332-4101			
12208	112220	755562	125 QUICKIE	105 MAIN ST GONIC	ROCHESTER	NH	03867	2			(603)335-1286			
12601	112623	625261	K & S SHELL	520 BROADWAY	REVERE	MA	02151	3		K1003	(781)289-3694			
12601	112623	703165	THREE CORNERS TOB	44 MAVERICK SQ	EAST BOSTON	MA	02128	2			(617)569-8477			
12601	112623	107657	MARTIGNETTI LIQUORS	1020 REVERE BEACH	CHELSEA	MA	02150	4	1846-0000	901066	(617)884-3500			
12601	112623	757245	EVELYN'S SMOKE SHOP	6 BENNINGTON ST	EAST BOSTON	MA	02128	4			(617)569-1993			
12602	112620	747459	SUNNY FARMS	12 MAPLE ST	DANVERS	MA	01923	1		916312	(978)777-0081			
12602	112620	106383	TONY'S VARIETY	185 WASHINGTON ST	GLOUCESTER	MA	01930	5			(978)283-0161			
12602	112620	580519	JEFF'S VARIETY	71 EASTERN AVE	GLOUCESTER	MA	01930	3			(978)281-5800			
12602	112620	106352	THE LIQUOR LOCKER	287 MAIN ST	GLOUCESTER	MA	01930	5		9287-C	(978)283-0630			
12603	112621	078639	RISI'S PACKAGE STOR	64 RIVER RD E	BERLIN	MA	01503	2			(978)838-7336			
12604	112622	723775	MEDFORD SUPERMARKET	376 MAIN ST	MEDFORD	MA	02155	2			(781)391-9490			
12604	112626	108232	BILL'S FOOD STORE	53 CONWELL AVE	SOMERVILLE	MA	02144	2			1737	(617)623-9459		
12604	112626	451861	QUIK MART	290 HIGHLAND AVE	SOMERVILLE	MA	02144	5		904904	(617)628-1812			
12605	112622	274673	EDGEWORTH LIQUOR	381 MEDFORD ST	MALDEN	MA	02148	5			(781)322-3631			
12605	112623	774340	EVERETT SQ NEWS	445 BROADWAY	EVERETT	MA	02149	3			(617)387-1753			
12605	112622	479514	R&D CONVENIENT	219 HIGHLAND AVE	SOMERVILLE	MA	02143	2			(617)628-7209			
12605	112622	692890	COMMON MARKET	301 E FOSTER ST	MELROSE	MA	02176	2			(781)665-9844			
12605	112622	752801	POMPSYS LIQUOR	271 HIGHLAND AVE	MALDEN	MA	02148	2			(781)324-2776			
12605	112623	689976	SAM'S SPA	178 CHELSEA ST	EVERETT	MA	02149	3			(617)389-1377			
12605	112623	412481	BROADWAY MARKET	880 BROADWAY	EVERETT	MA	02149	5			(617)387-7101			
12605	112623	474860	STORE 99	709 BROADWAY	EVERETT	MA	02149	2			(617)387-1276			
12606	112625	106533	CHESTNUT LIQUOR	348 CHESTNUT ST	LYNN	MA	01902	1			(781)595-3425			
12606	112625	744039	DEE'S CORNER 3	108A WESTERN AVE	LYNN	MA	01904	2			(781)581-2675			
12606	112625	745374	D&T CONVENIENCE	813 WESTERN AVE	LYNN	MA	01905	1			(781)593-7117			
12606	112625	640638	MARKET SQUARE BEVER	3 MARKET SQ	LYNN	MA	01905	3		903724	(781)593-2150			
12606	112625	730029	DEES CORNER 2	37 ESSEX ST	LYNN	MA	01902	5			(781)581-5665			
12606	112625	326950	READING QUICK STOP	452 MAIN ST	READING	MA	01867	5			12850-B	(781)944-6153		
12606	112625	369319	LYNN MOBIL MART	512 CHESTNUT ST	LYNN	MA	01902	2			(781)599-0981			
12606	112625	276800	ONE A MARKET	126 BROAD ST	LYNN	MA	01901	1			900084	(781)598-6596		
12606	112625	057199	DEES CORNER	669 WESTERN AVE	LYNN	MA	01905	5			(781)593-8333			
12606	112625	469334	YOUR NEIGHBORHOOD M	103 SCHOOL ST	SALEM	MA	01970	3			(978)741-0406			
12606	112625	554451	BOSTON ST VARIETY	122 BOSTON ST	SALEM	MA	01970	2			(978)744-3950			
12607	112624	567215	RENIE'S SPA	472 MAIN ST	WALTHAM	MA	02154	3			905034	(781)899-8311		
12607	112624	108351	WINSHIP SPA	290 WASHINGTON ST	BRIGHTON	MA	02135	2			906552	(617)254-9486		
12607	112624	471934	MARTIGNETTI LIQUOR	1650 SOLDIERS FIE	BRIGHTON	MA	02135	5	1846-0000		(617)782-3700			
12608	112627	020151	GFTTY MART	309 CHINMFSRD ST	LOWELL	MA	01851	5			903443	(978)458-1257		

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SALER : 648240 T B I CORPORATION <DIRECT>
 DATE : 800266 80500 WIN MAY .70/2 NO
 DATE SEQ : 0905
 DIS LEVEL : 16XXXX

RR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
12608	112627	345019	LAKEVIEW GETTY	801 LAKEVIEW AVE	LOWELL	MA	01850	2		903245	(978)1453-5022	
12608	112627	495889	CHELMSFORD SHELL	189 CHELMSFORD ST	CHELMSFORD	MA	01824	1		905406	(978)256-7112	
12608	112627	573138	STORE 38	368 FAIRMOUNT ST	LOWELL	MA	01852	2			(978)1454-4202	
12608	112627	599146	LOWELL QUICK MART	627 CHELMSFORD ST	LOWELL	MA	01851	3		903450	(978)937-7223	
12608	112627	777980	ANDOVER ST GETTY	137 ANDOVER ST	LOWELL	MA	01852	1		913863	(978)459-8625	
12609	113024	021433	ANGES SHELL	27 BRIDGE ST	DEDHAM	MA	02026	2			(781)326-2043	
12609	112624	107301	GATEWAY SMOKE SHOP	7 WASHINGTON ST	WELLESLEY	MA	02181	2		6047	(781)235-4753	
12609	112624	473957	NEEDHAM EXXON	1417 HIGHLAND AVE	NEEDHAM	MA	02192	2			(781)444-5100	
12610	112629	103471	GRANDES MARKET	59 S QUINSIGAMOND	SHREWSBURY	MA	01545	5		908269	(508)754-1281	
12610	112628	107606	MAUROS MARKET	4 MAIN ST	SOUTHBOROUGH	MA	01772	1		168603	(508)485-0977	
12610	112628	427927	CHRISTY'S #772 FR	282 E MAIN ST	MARLBOROUGH	MA	01752	1			(508)481-6240	
12610	112630	761248	LOWELLS GENERAL STO	1566 WASHINGTON S	HOLLISTON	MA	01746	1		919779	(508)429-4910	
12805	112629	313507	COLLEGE MOBIL MART	974 SOUTHBRIDGE S	WORCESTER	MA	01610	1		918110	(508)752-9372	
12805	112827	692880	CONVENIENCE PLUS	65 JAMES ST	WORCESTER	MA	01603	2		920132	(508)755-3527	
12805	112827	700994	GRAFTON DISC LIQUOR	77 WORCESTER ST	GRAFTON	MA	01519	2		907758	(508)839-2241	
12805	112629	755966	MASS LIQUORS	392 CHANDLER ST	WORCESTER	MA	01602	2		915629	(508)753-0250	
12805	112827	764693	COLONY FARMS	1243 MILLBURY ST	WORCESTER	MA	01607	2		917435	(508)753-4091	
12805	112629	775678	CAMPY'S DELI	201 GRAFTON ST	WORCESTER	MA	01604	2			(508)752-6888	
12810	112821	555147	CHARLTON FOOD MART	MASONIC HILL ROAD	CHARLTON	MA	01507	3		901254	(508)248-4688	
12810	112827	612762	COLONY FARMS	710 SOUTHBRIDGE S	AUBURN	MA	01501	5		901249	(508)832-2561	
13003	113028	613403	CORNER STORE	113 H ST	SOUTH BOSTON	MA	02127	1		907162	(617)269-9788	
13003	113028	619496	ADAMS STREET SHELL	761 ADAMS ST	DORCHESTER	MA	02122	3			(617)282-5862	
13003	113021	619509	VIC'S NEWS	600 ATLANTIC AVE	BOSTON	MA	02210	2				
13003	113028	640712	HUNTINGTON MARKET	818 HUNTINGTON AV	BOSTON	MA	02115	1		902783	(617)232-6676	
13003	113028	688533	BOSTONIAN MARKET	570 TREMONT ST	BOSTON	MA	02118	1		908749	(617)267-3109	
13003	113021	695530	FENWAY TEXACO	1241 BOYLSTON ST	BOSTON	MA	02115	1		912055	(617)247-7905	
13003	113028	748792	ST PETER'S MARKET	417 ADAMS ST	DORCHESTER	MA	02122	1		905604	(617)287-1602	
13005	113026	628470	STOUGHTON QUICK STO	2139 CENTRAL ST	STOUGHTON	MA	02072	3		905679	(781)344-8147	
13006	113021	107628	MARTIGNETTI LIQUORS	64 CROSS ST	BOSTON	MA	02113	3	1846-0000		(617)227-4343	
13006	113021	189131	ROCCO'S SMOKE SHOP	CONGRESS ST	BOSTON	MA	02109	4		918011	(617)742-5568	
13009	113024	724598	HENRY'S MARKET	892 SOUTH ST	ROSLINDALE	MA	02131	2		902726		
13009	113024	738633	VILLAGE GULF INC	25 WASHINGTON ST	BROOKLINE	MA	02146	2			(617)566-8582	
63803	163821	104075	RICHMOND 4 CORNERS	3 WINCHESTER RD	WINCHESTER	NH	03470	1			(603)239-6145	
63803	163821	104077	MORTS GROCERY	RT 9	SPOFFORD	NH	03462	2			(603)363-4366	
63803	163825	104115	ALSTEAD VLC STORE	RT 123	ALSTEAD	NH	03602	1		900274	(603)835-6758	
63803	163824	104417	L & J COUNTRY STORE	833 S STARK HWY	WEARE	NH	03281	3			(603)529-7539	
63803	163821	333552	R.L. TYLER GEN. STOR	MAIN STREET	HINSDALE	NH	03451	1		904912	(603)336-5381	
63803	163821	562095	MR. P'S CONV. STORE	C/O PATENODE OIL	WEST SWANZEY	NH	03469	2		10552	(603)357-9428	
63803	163825	691068	CORONIS MARKET	81 SUNAPPLE STREE	NEWPORT	NH	03773	1			(603)863-1480	
63803	163821	705943	DODGE'S STORE	7 CENTRAL SQ	NEW BOSTON	NH	03070	1		907097	(603)487-2241	
63803	163821	708781	DEPOT GENERAL STORE	EAST LAKE ROAD	FITZWILLIAM	NH	03447	1			(603)585-3385	
63803	163821	742026	NEW IPSWICH MARKET	RT. 24	NEW IPSWICH	NH	03071	1		904243	(603)878-2242	
63803	163821	755664	COLEMANS CNTRY STOR	234 KEENE RD	WINCHESTER	NH	03470	1			(603)239-4193	

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DEALER : 648240 T B I CORPORATION <DIRECT>
 PLATE : 800266 80500 WIN MAY .70/2 NO
 PLATE SEQ : 0905
 LBS LEVEL : 16XXXX

CRR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163804	163822	473541	PINE STREET MARKET	112 PINE ST	NASHUA	NH	03060	2			904755	(603)882-0271
163804	163822	657401	E HOLLIS ST VARIETY	131 E HOLLIS ST	NASHUA	NH	03060	3			901926	(603)598-5484
163804	163822	785989	AMHERST ST SHELL	275 AMHERST ST	NASHUA	NH	03063	1			919720	(603)886-4628
163805	163820	104479	HAMPSTEAD PHARMACY	10 MAIN ST	HAMPSTEAD	NH	03841	1			902601	(603)329-5534
163805	163820	359706	SUNOCO FOOD MARTS07	119 MERRIMACK ST	METHUEN	MA	01844	2		0362-0106	904805	(508)1686-6209
163805	163820	371548	NORTHLAND GROCERY	134 NEWTON RD UNI	PLAISTOW	NH	03865	2			11209-A	(603)382-9716
163805	163820	693583	SUNOCO A-PLUS	DBA INTER DIALET	METHUEN	MA	01844	2		0362-0106	914234	(508)794-4395
163805	163823	703546	102 GETTY, INC.	2 MOHAWK DR	LONDONDERRY	NH	03053	1			925313	(603)434-4554
163806	163824	103152	SOUTH ST MKT	47 SOUTH ST	CONCORD	NH	03301	1				(603)224-8666
163806	163824	104256	RAYS COUNTRY STORE	206 SO RIVER RDY	BEDFORD	NH	03110	1			904953	(603)669-4451
163806	163824	104428	LAVALLEE'S STORE	46 GLASS ST	SUNCOOK	NH	03275	2			903294	(603)485-3121
163806	163824	262743	DUTTON ST. CONV.	35 DUTTON ST	MANCHESTER	NH	03104	1			901892	(603)647-4705
163806	163826	608567	STOPPIN BUY	81 S MAIN ST	CONCORD	NH	03301	1			910562	(603)228-8771
163806	163826	673284	GETTY MART	242 N MAIN ST	CONCORD	NH	03301	2			916692	(603)226-9473
163806	163824	734183	IDEAL MARKET	25 SOUTH ST	CONCORD	NH	03301	1			920256	(603)224-0342
163806	163823	769530	APPLETREE FOOD STOR	280 D.W. HIGHWAY	MERRIMACK	NH	03054	1			900324	(603)429-2997
163807	163826	040765	KEARSARGE MINI MART	JUNCTION 4A &11	POTTER PLACE	NH	03265	1			903070	(603)735-5578
163807	163826	104980	SAMAHAS STORE	137 MAIN ST	PLYMOUTH	NH	03264	1			905273	(603)536-1457
163807	163826	283712	LINCOLN KWIK STOP	MAIN STREET	LINCOLN	NH	03251	1			904680	(603)745-3195
163807	163826	367307	PARK-N-GO MARKET	133 PARK ST	TILTON	NH	03276	2		2794-0200	910679	(603)286-3452
163807	163826	374877	RYEZAK ONE STOP	P.O. BOX 355	RUMNEY	NH	03266	1			204220	(603)786-9776
163807	163826	586509	ROBBINS GENERAL	ROUTE 25	MOULTONBOROUGH	NH	03254	1			905117	(603)253-4311
163807	163826	684933	BOYDS MARKET	MAIN ST	PITTSFIELD	NH	03263	1			900654	(603)435-8851
163807	163826	703109	CAREY'S MARKET	63 N MAIN ST	BOSCAWEN	NH	03303	1			916775	(603)753-4435
163807	163826	724756	GREENS CORNER STORE	RTE 162	CENTER HARBOR	NH	03226	1		2794-0200		(603)253-4514
163807	163826	738078	LACONIA SUNOCO	UNION AVE	LACONIA	NH	03246	2			916494	(603)524-9747
163807	163826	743039	GILFORD SQUARE MKT	RR 11 BOX B	GILFORD	NH	03246	1			912493	(603)293-7230

PAGE BREAK TOTAL ACCOUNTS 112 TOTAL QUANTITY 240

TEMPLATE TOTAL ACCOUNTS 112 TOTAL QUANTITY 240

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